## Self-Assessment: 8.0 Communications

This self-assessment worksheet is intended to assist State DOT staff in determining where their agency falls on the GHG engagement spectrum for communications regarding GHG issues and what additional actions their division or unit may wish to take to better communicate internally and externally regarding GHG emission reduction efforts.

#### Primary GHG Interests and Responsibilities

Staff with communications responsibilities can support GHG emissions estimation and reduction through:

* Internal communication and coordination of GHG estimation and reduction efforts within the State DOT.
* External communication and coordination with stakeholders (other State agencies, regional and local partners, NGOs, academia, etc.)
* Communication with the public regarding GHG estimation and reduction activities, including informing the public of the DOT’s GHG reduction strategies and what the public can do, reporting on emissions goals and progress towards targets, and soliciting feedback from the public to inform GHG reduction activities.

#### Staff Responsibilities

List the key staff person(s) responsible for ensuring good communication of GHG reduction efforts. **Lead** = management/oversight; **Support** = technical, policy, or procedural support (e.g., lead functional unit(s) for GHG reduction from the transportation system).

|  |  |  |  |
| --- | --- | --- | --- |
| Unit  | Title/Position/Topic | Name | Role (Lead/Support) |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

#### Level of Engagement

Select the level that best describes how engaged your agency, as a whole, is now on communication of GHG issues, and how engaged you might want to be within the next few years.

| Now | Within 3 Years? | Does Your Agency Consider GHG in Communications Activities? | Level |
| --- | --- | --- | --- |
| \_\_\_\_\_ | \_\_\_\_\_ | No policy related to GHG emissions reduction. No need for communications in consideration of GHG emissions.  | 1 |
| \_\_\_\_\_ | \_\_\_\_\_ | Consideration of GHG emissions reduction in a qualitative manner or early involvement in GHG reduction. Primarily internal staff communications and meetings as needed. | 2 |
| \_\_\_\_\_ | \_\_\_\_\_ | Consideration of GHG emissions in a quantitative manner. Regular and frequent involved staff meetings. Participation in statewide efforts through selected lead agency agenda. Staff responsible for communications with agency partners and other stakeholders identified and engaged. | 3 |
| \_\_\_\_\_ | \_\_\_\_\_ | Consideration of GHG emissions in a quantitative manner. Written communications plan for internal GHG reduction efforts. Education of DOT staff to importance of GHG reduction. Written and approved communications plan for external agencies and stakeholders. Ongoing involvement of external agencies and stakeholders on selected transportation GHG reduction strategies. | 4 |

#### Strategies to Communicate Regarding GHG Activities

Identify specific strategies your agency is undertaking now and which ones you might want to be undertaking in a few years. The table indicates what “level of engagement” (1–4) the strategy may be associated with. More advanced strategies indicate higher levels of engagement that also require more effort.

| Doing Now? | Within 3 Years? | Selected Executive Strategies | Level of Engagement |
| --- | --- | --- | --- |
| \_\_\_\_\_ | \_\_\_\_\_ | Include GHG discussion items in meetings at the internal staff level. | 2 |
| \_\_\_\_\_ | \_\_\_\_\_ | Include GHG discussion items for Region/District-wide meetings and Executive- level meetings. | 2 |
| \_\_\_\_\_ | \_\_\_\_\_ | Develop and implement an internal communications plan for internal GHG reduction activities. | 3 |
| \_\_\_\_\_ | \_\_\_\_\_ | Participate in external communications with other agencies involved in a Climate Action Plan. | 3 |
| \_\_\_\_\_ | \_\_\_\_\_ | Work with Climate Action Plan lead agency to improve communications and participate in external outreach to interested parties. | 4 |
| \_\_\_\_\_ | \_\_\_\_\_ | Develop and follow communications plan for GHG reduction strategies that the DOT is leading. Provide regular outreach and information to involved participants. | 4 |

#### Action Plan

What actions will you take to implement the strategies you identified above to increase your agency’s engagement?

|  |  |  |
| --- | --- | --- |
| Action | Timeframe | Lead Responsibility |
|  |  |  |
|  |  |  |
|  |  |  |